PERSONALIZED RECOMMENDATIONS OF ITEMS
REPRESENTED WITHIN A DATABASE

5   ABSTRACT OF THE DISCLOSURE

A computer-implemented service recommends items to a user based on items previously selected by the user, such as items previously purchased, viewed, or placed in an electronic shopping cart by the user. The items may, for example, be products represented within a database of an online merchant. In one embodiment, the service generates the recommendations using a previously generated table that maps items to respective lists of "similar" items. To generate the table, historical data indicative of users' affinities for particular items is processed periodically to identify correlations between item interests of users (e.g., items A and B are similar because a large portion of those who selected A also selected B). Personal recommendations are generated by accessing the table to identify items similar to those selected by the user. In one embodiment, items are recommended based on the current contents of a user's shopping cart.